C L A I M S

1.   A method for communicating via an application program included in an electronic message, comprising:

5   initializing at least one application program after a first electronic message is selected by a first user, wherein the application program is received with the first electronic message over a network; and

          executing the application program of the first electronic message after the initialization thereof, the execution of the application program including:

10   displaying text included with the first electronic message,

               receiving input from the first user,

               changing a non-textual aspect of the first electronic message based on the input from the first user,

               allowing entry of text, and

15   sending the entered text and the application program over the network in a second electronic message to a second user.

2.   The method as set forth in claim 1, wherein the first electronic message is selected by the first user by clicking thereon.

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3.   The method as set forth in claim 1, wherein the application program includes an applet.

4.   The method as set forth in claim 1, wherein the execution of the application program includes retrieving code from a server.

5.   The method as set forth in claim 1, wherein the execution of the application program includes a functionality based on the text included with the first electronic message.

6.   The method as set forth in claim 5, wherein the execution of the application

5   program includes streaming video.

7.   The method as set forth in claim 1, wherein the execution of the application program includes outputting an advertisement.

10   8.   The method as set forth in claim 1, wherein the application program is executed on a network browser.

9.   The method as set forth in claim 1, wherein the first electronic message is selected on an electronic mail browser.

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10.   The method as set forth in claim 1, wherein the execution of the application program includes automatically linking to a site on the network upon selection of the indicia.

11.   The method as set forth in claim 1, wherein the execution of the application

20   program includes retrieving an email server address from a computer of the first user for sending the entered text and the application program over the network in the second electronic message.

12.   The method as set forth in claim 1, wherein the entered text includes an

25   electronic mail address of the second user.

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13.   The method as set forth in claim 1, wherein the application program includes markup language which calls an object-oriented computer language.

14.   The method as set forth in claim 13, wherein the object-oriented computer

5   language includes an applet.

15.   A computer program embodied on a computer readable medium for communicating via an application program included in an electronic message, comprising:

a code segment for initializing at least one application program after a first electronic

10   message is selected by a first user, wherein the application program is received with the first electronic message over a network; and

a code segment for executing the application program of the first electronic message after the initialization thereof, the execution of the application program including:

displaying text included with the first electronic message,

15   receiving input from the first user,

changing a non-textual aspect of the first electronic message based on the input from the first user,

allowing entry of text, and

sending the entered text and the application program over the network in a

20   second electronic message to a second user.

16.   An electronic message for being accessed by an electronic mail browser executed on a computer, comprising:

a data object including text; and

25   an application program object adapted for being initialized after the electronic message is selected using an electronic mail browser, the application program object being executed after the initialization thereof, the execution of the application program object

including: displaying text of the data object, receiving input from a first user, changing a non-textual aspect of the first electronic message based on the input from the first user, allowing entry of text, and sending the entered text and the application program object over the network in a second electronic message to a second user.

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add as 7

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